

April 2002

## If Rumors Were Horses

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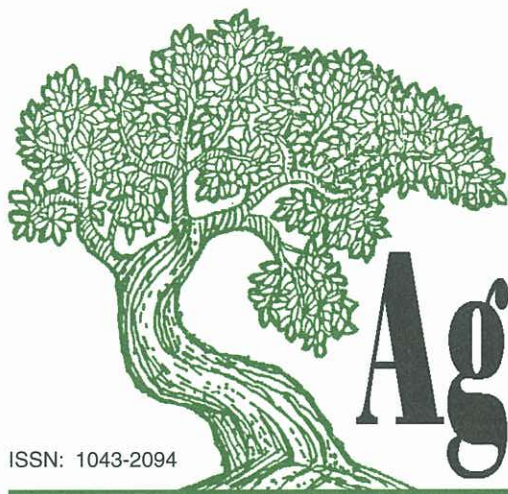
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Against the Grain

c/o Katina Strauch  
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Charleston, SC 29409

TM

APRIL 2002

# Against the Grain

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"Linking Publishers, Vendors and Librarians"

## Who Does the Selecting at Your Library?

by **Audrey Fenner** (Head, Acquisition Department, Jackson Library, University of North Carolina Greensboro, 1000 Spring Garden Street, Greensboro, NC 27402; Phone 336-256-1193; Fax 336-334-4731) <fafenner@uncg.edu>

Most acquisitions librarians probably have had this question put to them by eager telemarketers intent on reaching someone who can agree then and there to make a purchase. The answer to the question is seldom as easy as giving one or two names. Selection for academic library collections may be done by librarians, by teaching faculty, or by representatives of both groups.

Responsibility for selection may favor one or the other of two extremes: either librarians do the selecting, or teaching faculty are asked to shoulder the responsibility. Between these extremes are varying ways and means of assigning and sharing selection duties. A liaison system is often used: faculty representatives of the academic departments work in conjunction

with librarians designated as liaisons with their departments. Sometimes a faculty committee shares selection work. Obviously the model chosen will vary with the type of institution served. Large, well-funded libraries have the resources to acquire a good percentage of currently published materials and enough librarians on staff to serve as subject bibliographers. Small libraries may struggle with a limited materials budget and their personnel may be stretched to provide basic services.

**Raven Fonfa** describes a shift from faculty to librarian control of materials selection as a factor in the professionalization of librarianship. Collection development, says **Fonfa**, has come to be seen as an activity central to library operations, and one that is rightly the responsibility of library professionals. By the mid-1960s, librarian control of selection was an accepted practice in American academic libraries.<sup>1</sup>

In theory, collection development librarians work as full-time subject bibliographers concentrating on one discipline or a group of subjects. In practice it is much more common that librarians combine collection development duties with other library work. This entails difficulties, as discussed by **Robert Sorgenfrei** and **Christo-**

**pher Hooper-Lane**. Besides staffing the reference desk, reference librarians carry out bibliographic instruction sessions, perform searches for patrons, and prepare instructional materials. In recent years tasks have been added: managing access to electronic resources, serving as Webmasters, providing email or online chat reference services. Much of an overtaxed reference librarian's work becomes "reactive," according to these writers, carried out in direct response to patrons' needs and requests. Collection development work seems less pressing and may be postponed.<sup>2</sup>

Some see selection by librarians only as the ideal means of acquiring a balanced collection. **Ian D. Gordon**, writing in a Canadian context, calls on librarians to reclaim an active role in selection. He states that librarians are "best suited to perform this function" and "have the subject

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## If Rumors Were Horses

Hope you all saw the awesome pictures of the fabulous women **Audrey Melkin** (Ingenta) and **Ann Okerson** (Yale) on the cover of **Library Journal** March 15! Audrey and Ann were pictured along with **Vince Price** (ProQuest), **Steven Bell** (Philadelphia University), **Peter McCracken** (Serials Solutions and U. of Washington), **Sam Brooks** (Ebsco Information Services), **Diane Smith** (LexisNexis) and **John Barnes**



(Gale Group). The discussion was all about aggregators!

Tracked down the wonderful **Janet Fisher** <janetfi@rcn.com> the other day. She's in Boston, doing some project work for several different clients. You'll remember that Janet left **MIT Press** for **Cartref Science** which abruptly closed operation. Anyway, she's located at 39 Harrington Street, Watertown,

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## From your (frazzled) Editor:

Spring break has come and gone and the azaleas and dogwood are blooming in Charleston. This means it's time to open the windows and let in the sun, put up the woollens (such as we have them here), and generally get things done. At the library, we are faced with potential budget cuts which means numbers, lists, reports, spreadsheets.

This issue of *ATG*, like all of them, has some really practical, relevant information. **Audrey Fenner** talks about selecting an

academic library, **Sandhya Srivastava** and **Paolina Taglienti** talk about using MS-Access for acquisitions ordering, and **Dana Courtney** revisits the paper-cloth issue from a vendor perspective. We also have a look by **Kate McDill** at her summer internship at **Amazon.com**. Interviews are with **Vitek Tracz**, Chairman of the Current Science Group and **Barbara Haber**, librarian and new author. **Rick Lugg** and **Ruth Fischer** defend us tech services people in the back room, and **Sue Wiegand** talks



about the differences and similarities in products, vocabulary, and terminology. Whoa!

Happy reading! See you in June!

Yr. Ed.



## Letters to the Editor

Send letters to [<strauchk@earthlink.net>](mailto:strauchk@earthlink.net), phone or fax 843-723-3536, or snail mail: **Against the Grain**, MSC 98, The Citadel, Charleston, SC 29409. You can also send a letter to the editor from the *ATG* Homepage at [<http://www.against-the-grain.com>](http://www.against-the-grain.com).

### Dear Editor:

Regarding some inaccuracies in my Report on the 2001 Charleston Conference (*ATG*, February 2002), I offer my heartfelt apologies to **NERL** for identifying it as the "New England Research Libraries" instead of its correct name, "North East Research Libraries". I offer similar apologies to **David Kohl**. It is always unfortunate when misunderstandings or incorrect perceptions are widely disseminated. But I think this particular

instance has a potentially useful and instructive result: it draws attention to the complexity, even the obscurity, of the terms encompassed by the "big deals" **OhioLink** negotiates, and to the difficulties of assessing the benefits of these deals. I had checked my notes from this session against those of my Assistant Director; both of us are keenly interested in the subject and familiar with its complexities. That we could both misapprehend the speakers in identical ways suggests an even greater potential for

confusion among less sophisticated audiences, and a need for a more strenuous effort on the part of advocates of either position to prevent misunderstanding by thorough and evenhanded presentation of the major points of contention.

Sincerely,

**Michael Young**  
(Head of Acquisitions Services,  
University at Albany Libraries)  
[<youngm@albany.edu>](mailto:youngm@albany.edu)

### Rumors from page 1

MA 02472 and hopefully she will be at the Charleston Conference this year — October 31-November 2.

**Dialog** and **Gale**, two business units of **The Thomson Corporation** (TSE:TOC), have just announced a wide-ranging strategic

alliance to build new online products and services for the academic and public library markets worldwide. The first set of products and services, being developed for public libraries, are expected to be available by mid 2002 when further details will be made available. The new alliance seeks to leverage **Dialog's** depth and breadth of online-based content, brand power and

technology platforms in combination with **Gale's** expertise and sales support infrastructure for its worldwide markets. Executives from both companies described the alliance as comprehensive and long-term. Both companies said that the new services will not displace existing products or services offered by either company. **Gale** — [www.gale.com](http://www.gale.com) — a business unit of the **Thomson Learning** division of **The Thomson Corporation**, creates and maintains more than 600 databases that are published in electronic form, as well as in print and microform. The **Gale Group** includes **Macmillan Reference USA**, **Charles Scribner's Sons**, **Primary Source Microfilm**, **UXL**, **Greenhaven Press**, **Lucent Books**, **Kidhaven Press**, **Blackbirch Press** and **Thorndike Press**. Founded in 1972 by **Dr. Roger K. Summit**, a pioneer in developing the technology behind electronic information retrieval, **Dialog** is a leader in providing online-based information services

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AGAINST THE GRAIN DEADLINES VOLUME 14 — 2002/2003			
Event	Issue	Ad Reservation	Camera-Ready
ALA Annual, AALL	June 2002	03/27/02	04/17/02
Reference Publishing	Sept. 2002	07/10/02	07/31/02
Charleston Conference	Nov. 2002	08/21/02	09/11/02
ALA Midwinter	Dec. 02/Jan. 03	11/13/02	12/04/02



## Rumors from page 6

to organizations seeking competitive advantages in such fields as business, science, engineering, finance and law. The **Thomson Corporation** — [www.thomson.com](http://www.thomson.com) — with 2001 revenues of \$7.2 billion, is a provider of integrated information solutions to business and professional markets worldwide. The Corporation's common shares are listed on the Toronto (TSE: TOC) and London stock exchanges.

Well, some lucky people are starting to take vacations! Sounds good to me. **Bill Wibbing's** (Acquisitions Librarian, Washington University) <[wibbing@library.wustl.edu](mailto:wibbing@library.wustl.edu)> primary destination is the island of **Benbecula**, in the **Western Hebrides** off the west coast of **Scotland**. A small island of 1800. A friend of Bill's is going to school there, learning Gaelic and improving his skills as a harper and performer of Scottish folk music. Reminds me of the time my husband and I went to the **Faroe Islands** one summer. Idyllic and beautiful. Totally different from most vacations. Of course, Bill says he will stop in London and Oxford as well. Just to remember what the real world is like. Have fun, Bill!

**Chuck Hamaker** <[cahamake@email.uncc.edu](mailto:cahamake@email.uncc.edu)> sends word from the **LITA listserv** about the availability of free **ILS vendor information**. Every year, **Library Systems Newsletter** publishes a survey of integrated library system vendors for the March and April issues. As a free bonus on **The Source Online**, **ALA TechSource** is providing access to complete reports of the 2001 ILS vendor data. To access vendor info, plus other free features, news, and commentary at **The Source Online**, are at <https://www.techsource.ala.org/index.pl>.

In January 2002, readers of **Search Engine Watch's** various newsletters were invited to vote on their favorite services in different categories. <http://searchenginewatch.com/awards/2001-winners.html>. Winners include: **Scirus** for "Best Specialty Search Engine" (for scientific information, visit [www.scirus.com](http://www.scirus.com)) and **Vivisimo** for "Best Meta-Search Engine" and "Best Search Feature." **Google** swept most of the other awards, from "Best Design" to "Outstanding Search Service."

Talked to **Anthony Watkinson** <[anthony.watkinson@btinternet.com](mailto:anthony.watkinson@btinternet.com)> by email the other day. After delivering his Labradors (eight of them, I believe), he was off to many other places, including San Diego before heading back to London. He said the weather was nice in SD, but he'd rather be in Charleston! He's here, he's there, he's everywhere ...

And, speaking of email, was talking to **John Riley** <[jdriley@attbi.com](mailto:jdriley@attbi.com)> [please note this is a new email, even different from last month!] the other day as well. He was telling me about **Barbara Haber** who is head of **acquisitions** at the Schlesinger Library at **Harvard's Radcliffe Institute**. John tells me that Barbara has built a seminal collection of culinary history at the library and she has just published a book, **From Hardtack to Homefries: An Uncommon History of American Cooks and Meals** (Free Press, April 2002). Anyway, read all about it in this issue, page 40.

And they were just making another movie on the **College of Charleston** campus. Curious, we asked one of the movie folks wandering around what film it was. It's called **Leopold Blum**, based on the **James Joyce** novel, but set in Mississippi. Charleston substituting for Mississippi? Go figure! Anyway was just reading in the newspaper that **Dennis Hopper** is going to be in the film. We sure didn't see him on the set!

A good article appeared in **Business Week** (March 4, 2002). "Copyrights — or Mothballs?" by **Heather Green**. [http://www.businessweek.com/technology/content/mar2002/tc2002034\\_6498.htm](http://www.businessweek.com/technology/content/mar2002/tc2002034_6498.htm). The need to balance fair use with copyright protection in the electronic environment is causing tenacious lobbying by publishers who have a lot of clout and tension with libraries and librarians.

This came courtesy of **Rick Heldrich** (College of Charleston, Dept. of Chemistry and Biochemistry) <[heldrichr@cofc.edu](mailto:heldrichr@cofc.edu)> who informs us of **UCAIR** ("Undergraduate Cooperative Access to Information Resources.") <http://web.txwes.edu/ucair/>. In June **David Flaxbart** (Head of the Chemistry Library at UT Austin) and **R. G.(Bob) Landolt** (Professor of Chemistry, Texas Wesleyan University) <[landoltr@ns2.txwes.edu](mailto:landoltr@ns2.txwes.edu)> are conducting a workshop at the **Chautauqua Center** at UT. The program is designed to provide undergraduate Chemistry faculty and institutional librarians with practical, hands on experience in use of all phases of contemporary online access to chemical information. For details, see Course 51 in the Chautauqua announcement recently mailed to most Chemistry Departments or click: <http://www.engr.pitt.edu/chautauqua/courseDescriptions2002.htm>.

**NISO, the National Information Standards Organization** has added a new voting member to its roster. **Serials Solutions**, (read Profiles Encouraged, **ATG**, Sept. 2001, v.13#4, p.58., and One Library's Experience by **Allison Mays**, **ATG**, Dec.01-Jan.02, v.13#6, p.57 for more on Serials Solutions). Dedicated to improving the visibility of fulltext electronic-format journals by providing client institutions of all types

and sizes with comprehensive reports that show all the fulltext electronic journals available at their institutions. The organization partners with a variety of aggregators to provide visibility for journals within collections making these aggregated databases increasingly useful to library patrons. In welcoming **Serials Solutions** to **NISO**, **Pat Harris**, Executive Director said: "Internet development has spurred tremendous growth in the information intermediary arena. We are pleased to have Serials Solutions, a new kind of information service vendor, join NISO and help us shape standards that will be useful to all players in the information industry." Serials Solutions will be represented by **Mike McCracken**, Co-Founder and Director of Technology. More information about the Seattle-based company can be found on their Website at <http://www.serialssolutions.com>. **NISO** is the only U.S. group accredited by the **American National Standards Institute** to develop and promote technical standards for use in information delivery services providing voluntary standards for libraries, publishers and related information technology organizations. All **NISO** standards are developed by consensus under the guidance of experts and practitioners in the field to meet the needs of both the information user and the producer. <http://www.niso.org>.

And here's more on **Serials Solutions...** Through an agreement reached in January 2002, **Serials Solutions** [[www.serialssolutions.com](http://www.serialssolutions.com)] and **Harrassowitz** [[www.harrassowitz.de](http://www.harrassowitz.de)] will collaborate to include individual e-journal subscriptions of their customers in the reports provided by **Serials Solutions**. According to **Serials Solutions** co-founder **Peter McCracken**, "A library's individual E-journal subscriptions have been a challenge to include in their **Serials Solutions** reports. We have excellent control over the content of aggregator and gateway system contents, but the library's individual subscriptions for e-journals, such as those that are free with a print subscription or online only subscriptions placed through their subscription agent, are often more difficult to include in our reports or may require maintenance by the library. Working with subscription agents such as **Harrassowitz** is a great way to enhance our service for our mutual customers." According to Co-Founder and Managing Member **Steve McCracken**, **Serials Solutions** will add a check box for **Harrassowitz** to the **Serials Solutions** RFQ page and the Client Center update page. When a library identifies **Harrassowitz** in either of these locations, **Serials Solutions** will contact the agency, which will supply a list of that library's e-journals currently handled by them. These will be included in the library's next sched-

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### Rumors

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used **Serials Solutions** reports. The collaboration will begin in March 2002.

Just got back from **PLA** in Phoenix where I saw lots of people that y'all know. Even roomed with the fabulous **Deborah Duke** (Collection Management Administrator, Ft. Worth Public Library) <dduke@fortworthlibrary.org>. One of the people I ran into was **Charles Halpin** <charles@bookstreaminc.com>, once of **Books in Print** (see **ATG**, Feb. 2000, v.12#1, p.46.). He is now working with **Bookstream, Inc.** ([www.bookstreaminc.com/](http://www.bookstreaminc.com/)) to produce the **Bookwrap**, "a state-of-the-art Web-based book commercial" that combines streaming video and audio, book metadata and author biographical information into a single cohesive Web frame. Check it out!

There is a lot of discussion (and angst) surrounding S. 2048, introduced in late March by lead sponsors Senators **Ernest Hollings** (D-SC) and **Ted Stevens** (R-AK). The bill, entitled the **Consumer Broadband and Digital Television Promotion Act** (CBDTPA), formerly known as the Security Systems Standards and Certification Act (SSSCA) is designed to address copy protection and fair use concerns regarding digital content and digital consumer technologies. The text is at <http://www.politechbot.com/docs/cbdtpa/>. And

so is the **Electronic Frontier Foundation's Action Alert** [http://www EFF.org/Alerts/20020322\\_eff\\_cbdtpa\\_alert.html](http://www EFF.org/Alerts/20020322_eff_cbdtpa_alert.html).

From **Edupage**, April 1, 2002 — The above bill recently introduced by Sen. Hollings has drawn criticism from various experts, though copyright owners support efforts to curb the illegal reproduction of copyrighted works. **David J. Farber**, a professor of telecommunications systems at the **University of Pennsylvania** in Philadelphia and a former chief technologist at the FCC, said the bill is a "very, very badly conceived idea." **Rob Enderle**, an analyst at **Giga Information Group Inc.** speculated that the restrictions the bill would impose could flatten the market for PCs because copying songs is "one of the reasons people buy new machines." The **Recording Industry Association of America** defended copyright protection measures, saying that piracy cost the industry \$3 billion in 2001. From **Computerworld**, 1 April 2002 [http://www.computerworld.com/storyba/0,4125,NAV47\\_STO69702,00.html](http://www.computerworld.com/storyba/0,4125,NAV47_STO69702,00.html).

Speaking of which, the new **Digital-Copyright listserv** is a subscription must! The listserv aims to be a discussion space for educators, policy makers, librarians, lawyers, and all who have a vested interest in digital copyright and other intellectual property matters of importance to the higher education community. To subscribe to the digital-copyright list, send a message

to: <listproc@listserv.umuc.edu>. Be sure to leave the subject line blank and the body of the message should read: "subscribe digital-copyright your name."

**Blackwell's Book Services** has just released its Spring recommended titles lists: 212 titles in Humanities, 120 in Science, and 299 in Social Sciences. All titles were published during 2001. Publishers range from trade to science and technology and university presses. <http://www.blackwell.com/shelf/tools/RecommendedTitlesIntro.html>.

**Institute of Physics Publishing (IOPP)** has taken responsibility for the electronic-only publication **Journal of High Energy Physics (JHEP)** (1997-). All submissions and the peer review process will continue to be managed by the **International School for Advanced Studies (SISSA)** in Trieste. As well, **IOPP** and the **International Atomic Energy Agency (IAEA)**, based in Vienna, Austria will jointly take responsibility for publishing the journal **Nuclear Fusion** though peer review will continue to be managed by the IAEA. For further information, contact the astute **Nigel Hollingworth** (Business Development Manager, **Institute of Physics Publishing**) <neh@iop.org>.

**ABC-CLIO** will link its historical abstracting and indexing databases, **Historical Abstracts** and **America: History and Life**, to journals contained in the **Project Muse** database. The service is expected to be available in spring. **Historical Abstracts** and **America: History and Life**, established in 1955 and 1964 respectively, are research tools for students, scholars, and historians. They contain abstracts of journal articles and book reviews pertaining to the history of the world, with more than 16,000 new abstracts added to each database every year. Both databases were brought to the Web in 1998.

**Are libraries the principal source of articles in print but not in electronic format?** Is it a matter of branding? Of perspective? Of the huge volume of information available on the Web? **The Ingenta Institute**, the independent research organization funded by **Ingenta**, has just published the results of a new study of user behavior in sourcing scholarly information. Supported by the **International Council for Scientific and Technical Information (ICSTI)**, the research project consisted of three qualitative and quantitative studies, undertaken by the **British Library**, industry analysts **Electronic Publishing Services (EPS)**, and **David Brown** (Director of Strategy, **Ingenta**). The conclusions indicate significant changes in how scholarly information is sourced today. Some of the findings include: The number of articles involved in all facets of separates distribution is over 300 million per annum, a three-

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fold increase over earlier estimates. There is a 15% overlap between document requests and subscriptions to scholarly publications. The potential value of the separates distribution business is currently estimated at \$1 billion in the US, equating to 50% of journal subscription activity. While readers see the library as the principal source of articles in print, only one-fifth credit the library with responsibility for online material. Readers are becoming more self-reliant. A quarter of respondents paid for articles personally by credit card, indicating the importance of convenience for the reader. The **Ingenta Institute Report** is available for \$135.00 for academic institutions and \$235.00 for commercial organizations. For further information: [ingenta@ingenta.com](mailto:ingenta@ingenta.com).

Have you heard of **Dspace**? <http://www.dspace.org/live/home.html>. As a joint project of **MIT Libraries** and the **Hewlett-Packard Company**, **Dspace** provides stable long-term storage needed to house the approximately 10,000 articles produced annually by **MIT** faculty, researchers, centers and labs. For the contributor, **Dspace** offers the advantages of a digital publication in a variety of formats including text, audio, video, images and datasets. All contributed materials are subject to access control and rights management protection. Individuals and their academic communities may determine who will have access to archived works. In addition, **Dspace** offers versioning of documents. While contributors must submit "finished" works to **Dspace**, they may also update and revise their work after the initial submission date. For the library user, **Dspace** enables easy remote access and the ability to read, and search **Dspace** items from one location: the World Wide Web! <http://www.dspace.org/>.

**From Today's Legal News, April 3, 2002 - From The Recorder** — Attorneys defending a Russian software company against a criminal indictment for trafficking software used to circumvent copyright protections tore into the **Digital Millennium Copyright Act** on Monday. Urging a federal judge in San Jose, Calif., to dismiss charges against Moscow-based **ElcomSoft**. The attorneys argued the **DMCA** blindly protects copyright holders while plowing through due process, fair use, and First Amendment protections. <http://www.law.com/>.

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## Rumo(u)rs from Paddington

by **Daryl Rayner** (Marketing Director, xrefer; Phone: +44 (0) 20 7479 9204; Fax: +44 (0) 20 7479 9212) <daryl@xrefer.com>  
[www.xrefer.com](http://www.xrefer.com) [www.xreferplus.com](http://www.xreferplus.com)

The **UK Library Association** are holding their first joint Colleges of Further and Higher Education (CoFHE) and University, Colleges and Research Libraries Group (UC&R) conference at the **University of Bath** from 3-6 April. It is titled: "Gate-crashing or hurdling the barriers to collaboration."

Collaboration, co-operation and communication are the buzzwords across the post 16 educational sector in the UK and the conference aims to offer those in further and higher education, research, national and sixth form college libraries the opportunity to exchange views on a rapidly changing world. Speakers include **Howard Nicholson** the **University of Bath** Librarian, **Dr Alicia Wise** Assistant Director of Collections and Communications at **JISC** and **Anne Bell**, Director of Library Services at **Kings College**, London. It promises to be a lively event!

The end of March was busy at Olympia in London with **The London Book Fair** and **Internet Librarian** running side-by-side. **Internet Librarian** ran an exciting schedule of PreConference and General Conference workshops, including the popular "Searchers Academy" with **Greg Notess**, Reference Librarian, **Montana State University** and **Gary Price**, co-author "The Invisible Web" giving their very slick and informative presentations. **Greg Notess** also ran an "advanced searching" workshop packed with useful tips. **Darlene Fichter** from the **University of Saskatchewan Library** in Canada ran a pertinent workshop on "The Secret to Successful IT Management." I think librarians everywhere must wish that they had 'a Darlene' on hand at their library!

**e-Pub London** ran in parallel to the **London Book Fair** and was packed with electronic publishing 'celebrities': **David Warlock**, from **EPS** explored the subject of Digital Rights Management and the current trends in Electronic Publishing, **John Bond** from **Penguin** stimulated a discussion about branding and **Hazel Woodward**, University Librarian **Cranfield University** gave an up-to-date on her interesting discoveries relating to usage statistics for e-journals.

**Fred Perkins**, COO of **The Stationery Office** summed up the flavour of the conference when he said: "New Media Revenues: new players, new technologies, new models - ALL CHANGE!"

The West Midland wing of the **University College and Research Group** are running a days' course for librarians on May 21st, entitled: "Because you're worth it: marketing your library and information service." It's to be held at the **Coventry University Library** and the outline programme is: "Don't get left on the shelf: marketing is a library issue:" a workshop with **Antony Brewerton** Subject Team Leader for Arts, Social Sciences and Health Care Information, **Oxford Brookes University** "Marketing a new building - Coventry's experience" - **Pat Noon**, University Librarian of Coventry. Interested attendees should contact **Judith Hegenbarth** <j.hegenbarth@bham.ac.uk>.

A stash of gunpowder which may have come from the barrels that **Guy Fawkes** and his fellow conspirators hoped to use to blow up the Houses of Parliament in 1605 has been unearthed by curators in the basements of the **British Library**. The potentially explosive discovery was buried deep in the Library's collections, housed in a box of assorted gunpowder, most dating back to the 19th century but some possibly earlier! **The British Library** have said that they will give it to the Royal Artilleries-the rationale being that it will be safer to hand it over to an institution which specialises in artillery rather than books!

The **HERON Partnership**, which offers a national service to the UK Higher Education community for copyright clearance, digitisation and delivery of book extracts and journal articles has announced that a preliminary agreement has been signed between **HERON** and **Ingenta**. Completion is expected to occur on 31st March 2002, after which **Ingenta** is expected to take over the management and operations of **HERON**. **Ingenta**, specialists in the online distribution of published scientific, professional and academic research, provides an excellent match for **HERON**.

**xrefer** are running an afternoon's discussion with presentations in conjunction with the **British Library** on May 13th called: "Living up to user expectations. The librarians' challenge of delivering online reference within and without the library." Wine and nibbles will be available afterwards. It is to be held at the conference centre at the **British Library** in St Pancras, London. Speakers are to be finalised. Interested delegates should contact: **Daryl Rayner** <daryl.rayner@xrefer.com>.



## REMEMBER WHEN?

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### Rumors

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There has been much discussion about the bid for **Blackwell Publishing** by **Taylor and Francis**. Did you see this article in the **Telegraph (UK)**? Entitled "Taylor & Francis gets 10pc boost from journals" by **Simon Goodley** (3/22/2002)? The article goes on to report: "Last week [Taylor & Francis] unveiled a £300m takeover bid for privately owned rival **Blackwell Publishing**, which is reeling from a family battle over its future direction." **Taylor & Francis** is expecting a response to its bid before **Blackwell's** EGM, which must be called within the next six weeks." <http://money.telegraph.co.uk/money/>.

In the meantime, I decided to visit the **Taylor & Francis** homepage — [http://www.tandf.co.uk/news/pdf/Preliminary\\_2002.pdf](http://www.tandf.co.uk/news/pdf/Preliminary_2002.pdf) and located some interesting statistics regarding preliminary results for the year ended December 31, 2001. Turnover is up 18% to 137.3 million pounds. The operating profit is up 20% to 30.6 million pounds reflecting improvement in operating margins and successful integration of acquisitions. Pre-tax profit is up 2%

to 26.8 million pounds. Dividend per share is up 10% to 3.99p. Interest cover improved to 8.0 times (6.2 times in 2000), reflecting strong cash flow. 2002 is expected to be another good year. Libraries should be so lucky!

When I was in Phoenix, saw **Dora Biblarz** and her husband, **Mike**. She told me a trick that she uses for getting restaurant reservations. Shhh ... She takes the surname of a sales rep who works for a prominent library vendor who must be known in all the right circles and gets right in wherever she wants to go! Sounds like a plan! And **Dora** has not really retired! She is working on a history of the **Richard Abel Company**.

In Phoenix, also saw **Mary Jo Godwin** and her husband, **Charlie**. You'll remember that MJo used to work in Phoenix when she was marketing manager with **Phyllis Steckler's Oryx Press** so she knew her way around and even showed me all the old haunts.

Speaking of **Phyllis S.** (above), saw **Oryx Press** as a donor on the list of donors at the entrance of the spectacular **Phoenix Public Library**. Quite a place! I hope ours in Charleston turns out so well.

And, the **College of Charleston Library** — the new one — has begun construction probably, to be completed and opened in the summer/fall of 2004, we hope. To read all about it, visit our homepage at <http://www.cofc.edu/~library>.

Spring is definitely here in **Charleston**. In fact, it is already beginning to feel like summer. It is in the 80's today, and the sun is very bright and you can feel a little humidity. Talked to two people in the same day (**Frank Mols** <fmols@binghamton.edu> and **Edna Laughrey** <elaughrey@aol.com>) who mentioned snow!?!? What can I say?

Got this notice from **Chuck** (he sees everything!) **Hamaker** announcing a periodical called the **Digital Document Quarterly (DDQ)**. **DDQ** will address the core challenges of digital preservation: data integrity and information trustworthiness. **DDQ** will address on document qualities that can be conferred and managed automatically or semi-automatically—properties such as integrity, confidentiality, au-

thenticity, trustworthiness, and so on. These are the properties that machines, data structures, and algorithms can provide. **DDQ** will be mostly silent on qualities that human beings must provide, such as interesting content and selection into collections. See <http://home.pacbell.net/hgladney/ddq.htm>. **H.M. Gladney**, HMG Consulting, 20044 Glen Brae Drive. Saratoga, CA 95070.

This is from **Edupage**, April 1, 2002. <educause@EDUCAUSE.EDU> and the original article comes from **USA Today** (March 31, 2000). This spoke to me because back in the dark ages, at the beginning of email, when you couldn't store your email on your individual computer so you kept it on the college system, remember? Well, I got emails and calls regularly because I had too much email stored on the VAX. Now, I have all my emails stored, thank you very much, on my personal computers which have so much memory these days they don't care how much email you get. Anyway, the times they do a-change. This article is by **Jefferson Graham**, "E-mail is evolving into fee-mail" and talks about the charges that some email providers are considering for simple membership, special services, such as email forwarding and extra storage space. I tell you, if they don't charge you one way, it's another. <http://www.usatoday.com/life/cyber/tech/2002/04/01/fee-mail.htm>.

The **EBONI (Electronic Books On-screen Interface) Project's Electronic Textbook Design Guidelines** are now available from the project Website: <http://ebooks.strath.ac.uk/eboni/>. The guidelines are the result of extensive evaluations of electronic books involving over 200 students, lecturers and researchers from a range of disciplines and backgrounds in UK Higher Education. They are a valuable resource for all developers of digital educational content. **EBONI**, funded under the **JISC DNER Programme for Learning and Teaching** and based at the **University of Strathclyde**, ran from August 2000 until March 2002. Further information about related research at Strathclyde can be found at <http://ebooks.strath.ac.uk/>.

If you haven't, look at **Swets Blackwell's e-journal survey for 2001** [www.iucr.org/~ps/survey.pdf](http://www.iucr.org/~ps/survey.pdf). Among the 33 STM publishers surveyed, pricing models are becoming more uniform. 88% of those surveyed said they plan to maintain their existing pricing policies. 73% sell their electronic versions bundled with print; 36% apply a separate surcharge of between 5% and 20% for the electronic version, though this number appears to be decreasing. 61% sell the electronic version sepa-

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rately, at between 80% and 125% of the print price. 18% already offer e-only journals, though 40% said they are not going to offer e-only journals. And this is just SOME of the data. Very interesting. [www.iucr.org/~ps/survey.pdf](http://www.iucr.org/~ps/survey.pdf).

**MnLINK**, the **Minnesota Library Information Network**, has contracted with **Fretwell-Downing, Inc.** for its **VDX** and **ZPORTAL** software for the **MnLINK Gateway** to facilitate electronic access and resource sharing within the State. With the introduction of **ZPORTAL** and **VDX** solutions, **MnLINK** will expand the services it provides Minnesota residents with easy Web-based access to all the resources contained in the libraries for the **University of Minnesota**, the **Minnesota State Colleges and Universities**, and the **Minnesota State Agencies**. Other participants in the **MnLINK Gateway** include private colleges, public libraries, K-12 school libraries, and special libraries, [www.fidusa.com](http://www.fidusa.com).

This book was recently mentioned by **Daniel Zalewski**, an editor in the *New York Times Magazine* and it looked like something we should read. *The Future of Ideas: The Fate of the Commons in a Connected World* by **Lawrence Lessig**. Described as a "passionate" new book by the Lessig, a Stanford law professor, the book argues that "America's concern with protecting intellectual property has become a oppressive obsession." Zalewski notes that the book "is less valuable as legal scholarship than as sweeping cultural criticism." <http://www.nytimes.com/2002/01/06/books/review/06ZALEWST.html?rd=hcmcp?p=041tIU041tFe3Q8t012000mA12vA14b>.

A voice from the past and there is life after libraries. Recently heard from **Gita Gunatilleke** once from New Zealand who has turned from libraries to food (hmmm...) and has set up her own new business **Serendib Foods — Authentic Sri Lankan Flavours** in Wellington. **Sri Lankan** food is getting into outlets around New Zealand and a Website is forthcoming! [<serendib@paradise.net.nz>](mailto:serendib@paradise.net.nz) Pretty cool!

Also heard from **Digby Sales** (U. of Cape Town) [<digby@uctlib.uct.ac.za>](mailto:digby@uctlib.uct.ac.za) who tells me he has earmarked Charleston for 2002! It will cost South Africans a lot more to come since the Rand has further nose-dived. Digby says this means that he doesn't know how they are going to deal with journal subscriptions this coming year. He speculates that they will have to cancel many paper journal titles, and obviously will buy fewer books since 95% of their

materials' expenditure is in foreign currency. Also the proportion of journals to books is now over 9:1 in terms of the allocation of our budget. Do I feel a Charleston paper coming on?

In the meantime, **Carol van Zijl** [<carolvz@nt.tritek.ac.za>](mailto:carolvz@nt.tritek.ac.za) has organized a 2nd Acquisitions conference to be held in Pretoria in August.

And was poking around the net and located the fantastic **Suzanne Wilson-Higgins** (once director of marketing communications and electronic product development at **Blackwell's**). She is now the Commercial Director for **Lightning Source UK** which she joined in July 2000. **Lightning Source** is a division of **Ingram Industries, Inc.** She has three daughters and lives in Oxford, England.

**Coutts** has purchased the book portion of **Martinus Nijhoff** from **Swets Blackwell**. As part of the agreement, **Swets Blackwell** has taken over **John Smith's** journal subscription business from the **Coutts Group**. <http://www.lights.com/scott/>.

**Paul Peranteau** [<paul@benjamins.com>](mailto:paul@benjamins.com) (**John Benjamins Publishing**) was recently at **ARLIS**. He asked if libraries had lost funding either directly or indirectly because institutions, organizations or governmental agencies needed money to address security issues in the wake of 9/11. **Comments???**

Just got word that the fabulous **Dr. Martin Dillon**, Executive Director Emeritus of the **OCLC Institute** and consulting acquisitions editor for **Libraries Unlimited** has been named Director of Acquisitions and Editor-in-Chief of **American Reference Books Annual (ARBA)**. Dr. Dillon will work from home in Dublin, Ohio, where he lives with his wife.

**Iris L. Hanney** has joined **TechBooks** as senior vice president of the Corporate Publishing Group. Founded in 1988 and employing more than 2,200 people, **TechBooks** is a global company that delivers composition services, front-end XML workflow processing, and data conversion services to publishers. [www.techbooks.com](http://www.techbooks.com).

Hope y'all saw in the **annual report survey report** (this issue, p.52) that **Albert Joy** [<albert.joy@uvm.edu>](mailto:albert.joy@uvm.edu) (U. of Ver-

mont) and **Mary Page** [<mspage@rci.rutgers.edu>](mailto:mspage@rci.rutgers.edu) (Rutgers University) were chosen at random from the librarians who returned their survey. They will both receive a free subscription to **ATG** and a free **Charleston Conference 2002** registration. Now, don't you wish you'd turned in your survey?

Well, remember when **ATG** interviewed **Rolf Janke** (Vice President and Publisher) about the launch of **Sage Reference** (see **ATG** Feb. 2001, v. 13#1, p.46.)? Anyway, **Sage Reference** has just launched its first title, the *Encyclopedia of Crime and Punishment* (editor, **David Levinson**) at a reception held in the President's Office of **John Jay College of Criminal Justice** in New York City on April 2, 2002. The highlight of the event was when **Sage Reference** donated not only a generous sum to the college, but also the first copy of the *Encyclopedia* to the College Library. **Sage Reference's** mission is to publish high quality social science reference works (including encyclopedias, dictionaries and handbooks, in print and digital formats).

The March 2002 issue of **In-cites**, the newsletter of **ISI**, features an interview with **Dr. Amos Smith**, editor of *Organic Letters*. The interview addresses *Organic Letters's* skyrocketing citation figures; the **SPARC**-partnered journal achieved the highest increase in total citations in November 2001 and January 2002, and is moving steadily up in the chemistry journal rankings in the **ISI Essential Science Indicators** Web product. The interview with Dr. Smith is available at: <http://in-cites.com/journals/organic-letters.html>.

**BioOne** and the **American Society of Plant Biologists (ASPB)** will collaborate to create and produce an electronic book. The book, titled *Arabidopsis*, marks the first foray into online book publishing for both organizations. The **ASPB** had previously published this book in print; but with the completion of the genomic map of *Arabidopsis*, the book's editors, **Drs. Eliot Meyerowitz** and **Christopher Sommerville**, wanted the new edition to be quickly and easily updated to reflect new research results as they became available. **BioOne** will serve as the technical partner and hosting platform for this e-Book, which will follow an open access model and be freely available on the **BioOne Website**. The project will begin in early summer. <http://www.BioOne.org>.

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by Kate C. McDill <km7372@u.washington.edu>

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Traditional library and information science (LIS) theory and practice are well developed and have come to be used by e-commerce companies to sell goods and services. The axiom of the marketplace is that sellers need buyers to be able to find what they want — effortlessly. In the information world, people with information want people needing it to be able to find and access it easily. Last summer I worked as an intern at **Amazon.com**, assigning browse nodes to nodeless **ASINs** in the toy & baby stores. What this really means is I applied subject indexing to merchandise, utilizing the in-house taxonomy, with the goal of improving the information retrieval.


**Amazon.com's** goal, besides the obvious one of profitability and making Wall Street happy, is for a customer to locate needed information or to purchase goods easily. This requires robust taxonomies, called browse trees in the language of Amazonia. The items in the **Amazon.com** catalog are all assigned an **Amazon Special Identification Number (ASIN)** and every browse leaf node has its own ID number. I spent the summer connecting **ASINs** to all applicable browse nodes using **MS Excel** spreadsheets.

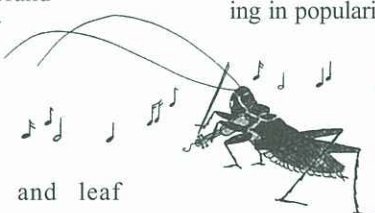
**Amazon.com** has two types of stores. For the Books, Music and Video (BMV) stores, they use cataloging and subject terms direct from the specific industry. All other merchandise is sold through "hardline" stores, which requires a person (me) to assign browse nodes (index) and subject terms to each item individually. For the toy store, in addition to the "category" browse tree, there are "age range" and "brand" browse trees, which makes indexing toys a greater challenge. The browse structures are not faceted but are hierarchical.

The browse trees have main branches and leaf

nodes. Each leaf node is assigned a specific number in the database and when a customer clicks on "category" or "age range," the different branches are shown. For example, the board game **Monopoly** would be assigned the leaf node: Toys > Categories > Board Games > Classic Games. A customer could also find it through the age-range categories. Unless a searcher knows the age-range suggested by the manufacturer there is a bit more guess-work involved. **Monopoly** is recommended for 8 and up and so the game would surface in three age ranges: 8-11, 12-14 and grownups. It also would be listed under two leaf nodes in each age range: games > board games and games > classics. This game is also searchable as **Monopoly** or by the brand name. **Parker Brothers** and **Hasbro** both hold brands to **Monopoly**. The brand branch gives an additional two places to find the game: Parker Brothers > Family Game Night and Hasbro > Family Game Night. The total number of leaf nodes assigned to **Monopoly** would be nine. Can you imagine assigning 9 LC codes to a single book?

A consumer searching **Amazon.com** would think that the items are co-located in many different places. Each item obviously only has one home in the warehouse, such as in a library. The necessity of cataloging items in a broad array of places in an e-commerce site validated my LIS education: items must be organized in many different ways to be understandable to the users. Additionally, the browse structure must be flexible enough to handle fluctuating inventory and consumer interest. (The toy industry is notorious for items blooming and dying in popularity very quickly.)

The application of LIS theory and practice is alive and well on the **Amazon.com** site. 



## Rumors from page 16

Speaking of which, I was sitting on the **Reference Desk** yesterday and a desperate undergraduate student with that look in her eyes that said "this is due tomorrow and why didn't I start this earlier" came up to me looking for a book for a project she was doing. As luck would have it, our library had the book (hallelujah!) in two formats — print and electronic. Sadly, the print book was checked out so I thought that she would jump at the **e-Book**. Not so! This student was willing to drive across

town (to another library, no less) to have the print book. I was shocked! "I want to hold it in my hands," she said, "and skim it so I can quote from it." I am not making this up. Of course, I know, as my father would say, that "the standard error of estimate of an observation of one is one," but still ... This is one look at a library patron up close.



As we go to press, some sad news. **Gilles** and **Sylvia Rochefoucauld's** oldest daughter, **Aude**, was killed in an accident March 30. Our heartfelt sympathy goes to them and to their entire family.

Poking around to find **ATG** back in 1992 (can you believe that was ten years ago?) to see who we were talking about, here are a few of the **Rumors** from the first issue of the year (v.4#1) (**ATG** had five issues back then, was 48 pages, cost \$25 a year, and **Rumors** was less than two pages long!) — **Jolanda von Hagen** had left **Springer Verlag**, **Ameritech** had bought **NOTIS**, **Christine Lamb** was named Director of the **Faxon Institute**, **Audrey Melkin** had left **Wiley** for **Henry Holt**, **Ruzicka Bindery** had changed its name to **Southeast Library Bindery, Inc.**, and **Gary Shirk** had just been made President/COO of **Yankee Book Peddler**. And that's not all and it's just the first issue. 